What we do

Whether you are searching for the right sales training partner, or answers to overcome sales difficulties, or ways to enhance your own abilities, we are able to help. We provide reliable sales learning solutions and solve sales problems.

Our purpose is to improve your sales performance. We provide highly focused extra resources for increasing sales productivity. Research combined with front line industry and training experience enables us to offer unique, innovative, and proven ways to accelerate sales success.

We provide outstanding sales training and development services for companies who sell technically complex products and solutions to other businesses. Continuous investment in the development of our training methods and material has enabled us to help clients keep pace with the relentless pressure of emerging competition.

Learning should always be more than just an event. Adoption of new sales skills and methods depends on three aspects of learning - engaging communication, proof of the principle, and opportunity to practice. To improve sales training results we have developed a range of techniques to help people remember and use what they learn. Participants take away practical tools, methods, and ideas that they can put to use immediately. All clients receive free consultation to help them get better results from sales training and development investments.

SalesSense is a company of sales people who teach selling. Our consultants all have many years of sales and management experience. In addition, everyone undertakes a continuous training and development programme. We maintain outstanding quality through rigorous trainer accreditation. You can depend on SalesSense to repair sales problems and deliver learning results.

Return on Investment

If you could be sure of a return on money invested in sales training, would you do more? It is easy to work out how much sales must increase to cover training costs. Suppose you committed to provide six days sales skills and methods training for each sales person in the next twelve months. This would mean six days off the road. Dividing the sales target by the number of working days in the year provides an average 'missed opportunity' cost. Each day off the road costs 0.43% of the sales target. For six days in training, the missed opportunity cost is 2.58% of the sales target. Add to this the cost of the training at £400 per person per day to calculate the total training costs. Expressed as a percentage of the sales revenue, a conservative figure is 3%. Therefore, to break even on six days training, the average increase in sales needs to be 5.58%.

If your people had six days of effective sales training, based on proven practices that increase sales, how much more could they achieve?

What our Customers Say

There is no doubt in my mind that the investment we have made in sales training has paid for itself many times over.

Ewen Sturgeon - Wheel

Using the tools we gained from sales training has embedded the best habits in our day to day activities. Our success in a difficult market is evidence of the effectiveness of our sales training initiative.

Chris Harris - Inter-Tel Europe Ltd

It is so interesting to observe the changes in behaviour that good sales training inspires. Performance improvement inevitably follows.

Tom Sperrey - UPS Systems Ltd

Clive Miller - Managing Partner

Customers Include

Delcam International PLC
Static Control Components Ltd
Nokia Internet Communications
Newmarket International
Fischer Connectors Ltd
Royal Bank of Scotland
NFU Mutual Insurance
Interactive Intelligence
Esteem Systems plc
Man and Machine Ltd
Thales e-Security Ltd
Kronos Systems Ltd
Hand Held Products
Research Machines
Inter-Tel Europe Ltd
Adept Scientific Ltd
Dunn & Bradstreet
Mouchel Parkman
UPS Systems Ltd
Cardiac Services
Real Networks
Sword Group
Pathtrace Ltd
Montal Group
Autodesk Ltd
US Robotics
Imago Micro
Q-Park Ltd
Bfi Optilas
Wheel Ltd
Infospace
Dassault
Fordway
PDD Ltd
Elyzium
nCode
Toyota

SalesSense
the intelligent approach to sales success

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